

# Diploma in Digital Marketing & Integrated AI (4 Months)

Transform Your Career with AI-Powered Digital Skills



राष्ट्रीय तकनीकी एवं प्रशिक्षण परिषद  
National Council for Technology and Training

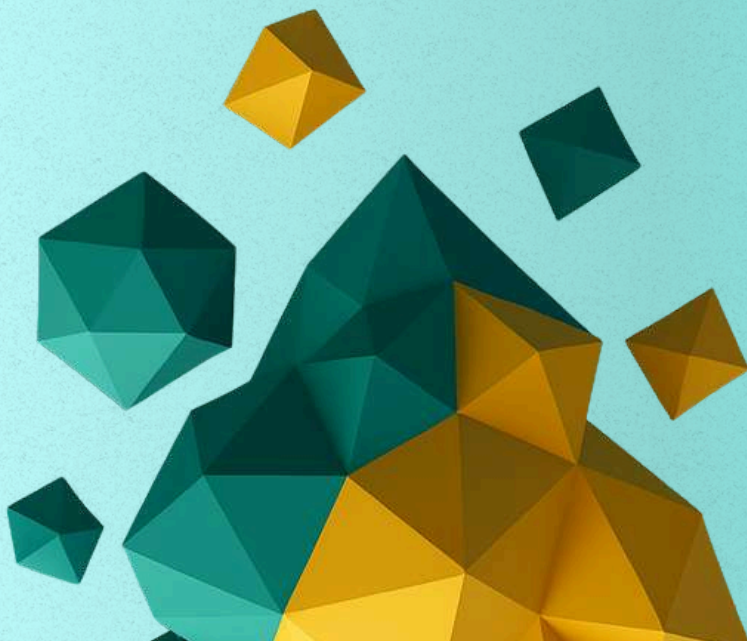


#startupindia

# The New Era of Digital Marketers

## Why Digital Marketing + AI?

- Shifting Trends: Traditional to Digital
- Rise of AI in Marketing
- Global Demand for Hybrid Marketers



# Your Success Blueprint

## Program Journey at a Glance

- 8 Core Modules
- AI- Learning
- Hands-on Projects
- Global Certifications
- Internship & Placement Support

# Who Should Join



## Is This Program Right for You?

- Early Career Starters
- Entrepreneurs & Business Owners
- Career Switchers
- Professionals Upskilling for AI Revolution

# Master the Skills That Matter

## What You Will Master

- Early Career Starters
- Entrepreneurs & Business Owners
- Career Switchers
- Professionals Upskilling for AI Revolution



# The Power Modules

## 1. Mastering Marketing & Branding

- Key Concepts: 4Ps, Brandin Elements, Brand Voice
- Practical: Design Your Own Brand



## 2. Digital Foundations & Customer Journey



- Channels: Social, Search, Email, Video
- Buyer Persona Creation
- Practical: Launch a Sample Video Campaign

# 3. Pay-Per-Click Advertising

- Tools: ChatGPT, Gemini, Runway, Synthesia
- Applications: Content, Research, Campaigns
- Practical: Build Content Strategy with AI Tools



# 4. Build Your Digital Identity: Website Development



- **Tools:** WordPress, Elementor, Hosting Setup
- **Practical:** Launch Your Portfolio Website

# 5.SEO Excellence

- Strategies: On-page, Off-page, Technical SEO
- Keyword Research Deep Dive
- Practical: Optimize your Portfolio Website



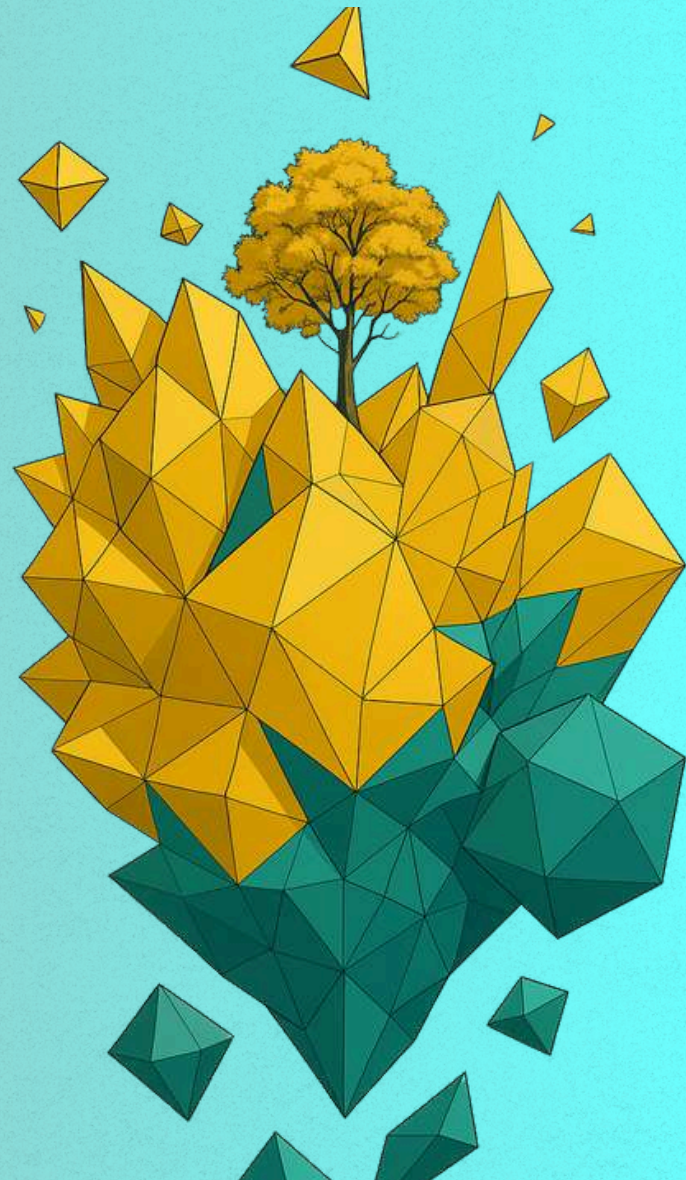
# 6. Pay-Per-Click Advertising Mastery

- Setup: Google Ads, Budgeting, Targeting
- Practical: Launch a Paid Ad Campaign for a Brand



# 7. Winning on Social Media

- Platforms: Facebook, Instagram, LinkedIn, Pinterest
- Paid Campaign Execution
- Practical: Create & Execute a Lead Gen Campaign



# 8. Content Creation, Email Campaigns & Influence Building

- Tools: ChatGPT, Gemini, Runway, Synthesia
- Applications: Content, Research, Campaigns
- Practical: Build Content Strategy with AI Tools



# Learning Beyond the Classroom

## Add-On Masterclasses

- Advanced Market Research
- Trend Analysis
- Case Study Simulations
- AI-Driven Marketing Tools Workshop



# Your Real-World Projects

## Build. Launch. Scale.

- Marketing Strategy Plan for 3 Industries
- Full Website Development
- Campaign Execution and  
Analysis





# Global Recognitions

## Certifications That Set You Apart

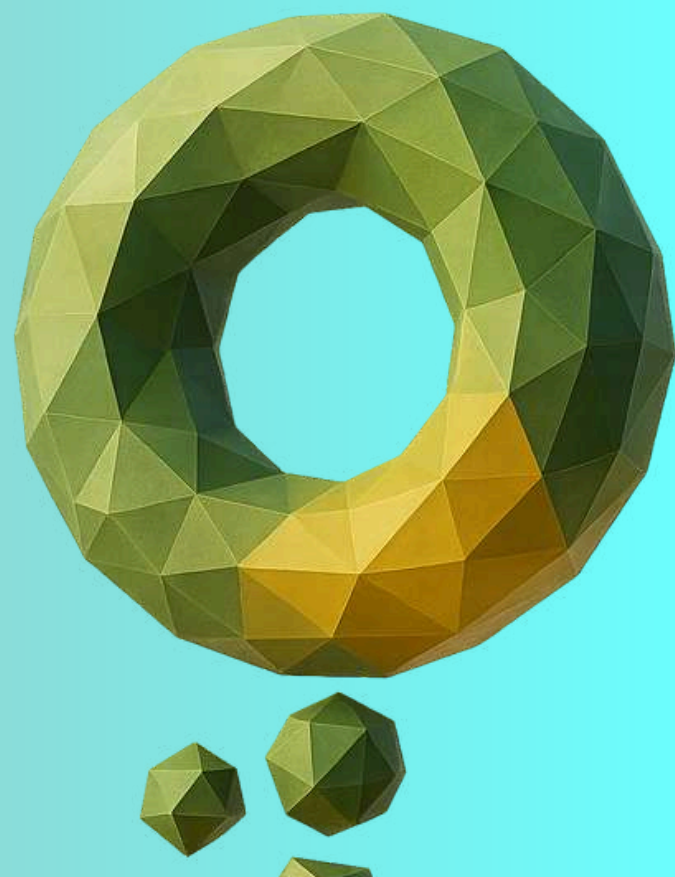
- Google
- Hubspot
- Semrush
- LinkedIn

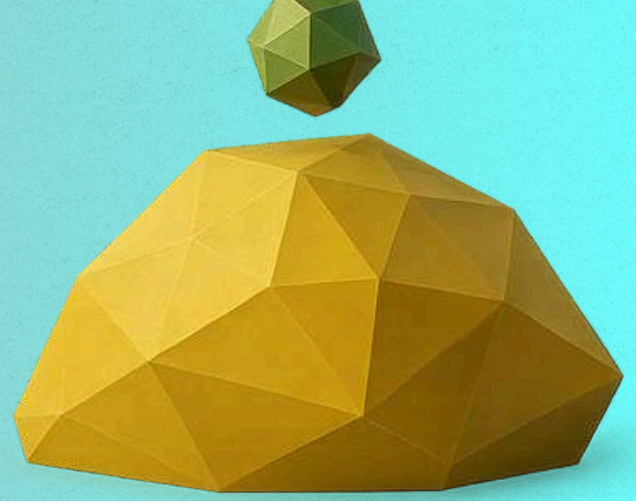


# Career Launchpad

## Your Dream Role Awaits

- Resume Building Support
- Mock Interviews
- Lifetime Placement Assistance
- +5000 Hiring Partners





# Program Snapshot

## Quick Facts

- Duration: 6 Months
- Mode: Online | Self-paced + Mentor Support
- Internship: Mandatory
- Certifications: 15+ Internationally Recognized

# How to Get Started?

## Ready to Future-Proof Your Career?

Steps: Application



Orientation

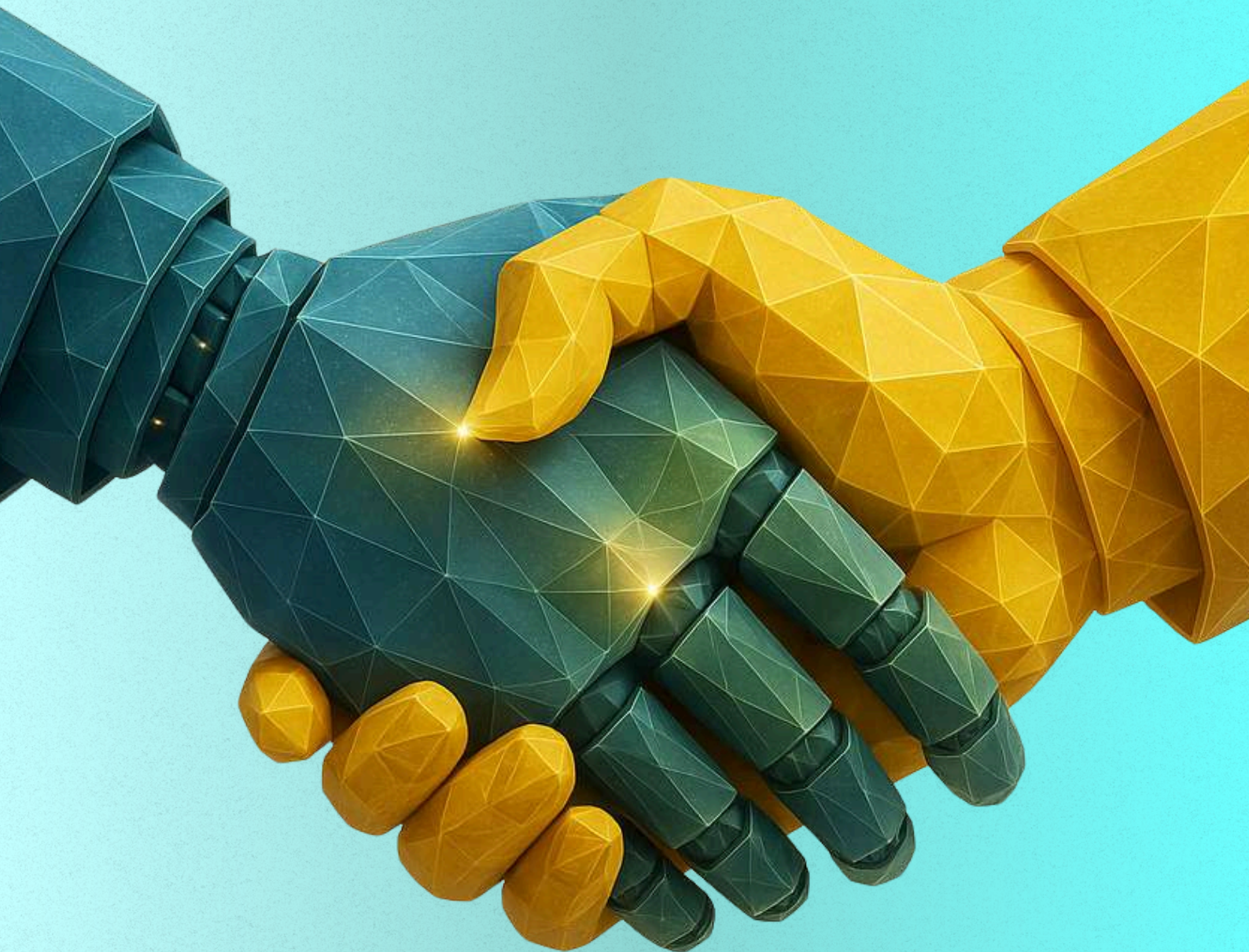


Start Learning



# Let's Connect

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